

# PUBLIC-PRIVATE PARTNERSHIPS IN CULTURE AND CREATIVE INDUSTRIES

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Policies are important for fostering growth of culture and creative industries in support of inclusive development, and partnerships and international cooperation are an essential complement. Partnerships and networking, including PPPs, fit the very nature of the creative economy which is built on the sharing and exchange of culture, tradition, knowledge and skills among producers in the sector, and between them and consumers. Partnerships are also important in knowledge-based services sectors as embodied in cultural and creative industries, in the backdrop of the rise of a global knowledge economy. Partnerships need to be shaped at all levels, from the community and municipality level to the national level.

**Why partners?** Four reasons stand out for partnerships and international cooperation on culture and creative industries.

1. PPPs are a necessity in reflecting the rich diversity of culture and creative industries which according to UNCTAD classification encompass the sectors of heritage, arts, media and functional creation.

Creative Industries			
HERITAGE	ARTS	MEDIA	FUNCTIONAL CREATIONS
<b>Traditional cultural expressions</b> art crafts festivals celebrations	<b>Visual arts</b> painting sculpture antique photography etc	<b>Publishing and printed media</b> books newspapers press and other publications	<b>Design</b> interior graphic fashion jewellery toys
<b>Cultural sites</b> historical monuments museums libraries archives etc	<b>Performing arts</b> live music theatre dance opera puppetry circus etc	<b>Audio-visuals</b> film television and radio broadcasting	<b>Creative services</b> architecture advertising creative R&D cultural services digital services etc
		<b>New media</b> digitized content software video games animations etc	

2. Cultural and creative industries, especially in developing countries, are dominated by small businesses (SMEs) and individuals hence need to put resources together to pull another up. Successful creative services firms have partnerships with other firms, with relevant creative industry associations such as artists guilds and cooperatives, and with government and with educational institutions. Larger creative firms, particularly those in the tourism, ICT and entertainment sectors, also enter into cooperative partnerships with local governments to share costs in developing public infrastructure such as transportation, communications and auditoriums. Partnerships and networking thus can boost business prospects by increasing efficiency and building competitiveness, reducing costs and enhancing income generation opportunities, enhancing information and skill sharing, and improving access to local and external markets for culture and creative industries.
3. Recent trends in PPPs indicate that they can also facilitate the building of local supply and value-addition capacity of developing countries' small and medium-sized enterprises in order to engage and scale-up effectively in global value chains. The development of film industries in Bollywood and Nollywood with Government support, and via partnerships between them and between them and Hollywood provide some examples.
4. Partnerships and networking between providers of cultural and creative industries services on the one hand, the Government on the other hand and supported by international organizations (IOs) is important in supporting creative industry firms through capacity-building, analysis and statistical

monitoring. More effort is needed to improve compilation and analysis of culture and creative industries so that countries can evaluate the performance of their culture and creative industries. Our current efforts in Hangzhou are an example. UNCTAD compiles data on creative industries, the latest available data up to 2011 were released last week. We produced the CER 2008 and 2010, which provide intellectual underpinnings on the role and contribution of the industry. We also contributed to UNDP-UNESCO CER special edition for 2013.

### **What are some examples of cultural and creative industry partnerships?**

UNCTAD's work suggests that PPP can take many different forms reflecting the rich diversity of culture and creative industries. Since 2000, UNCTAD has been advocating global partnerships and international policy actions to assist especially developing countries in advancing development of their creative economies and related production and export capacities. UNCTAD is a committed partner for creative services.

In a growing number of developing countries governments create dedicated policies and institutions to support firms in creative industries in those sectors where there is a national strategy to advance sectoral development and enhance export capacity. Critical policy areas relevant for the creative industries include: investment, tax and credit; sector specific standards and regulations related to quality and safety; competition policy; subsidies and other industry support mechanisms; trade policy including non-tariff barriers and support measures; and multilateral and regional trade arrangements for market access abroad and openness of national markets to cultural services imports.

*Examples of  
grass-roots  
creative services  
partnerships*

A number of local and national initiatives highlight the importance that creative firms and government programmes are giving to clustering and partnerships as tools to deepen their creative industries activity.

- In Ghana, artists and stakeholders have come together to form the Foundation for Creative Industries with the aim to promote the economic viability of cultural institutions and practitioners.
- In Senegal, UNCTAD worked with the Ministry of Youth to support the creation of a Creative Economy Centre as a platform to provide technical assistance and capacity-building activities for young artists and artisans and to facilitate networking and exchange.
- Another initiative in Brazil involved the creation of the ‘Network of Public Agents of the Creative Economy’ which partnered public universities and research centres to develop creative clusters in Brazil’s major municipalities, each with local cultural identity, to implement a long-term strategy for enhancing local creative economies across the country.
- In Nigeria, the Nigerian Export-Import Bank established a facility – the Nigeria Creative and Entertainment Industry Stimulation Loan Scheme to support the development of Nollywood. This fund supported the co-production of Nollywood and Hollywood film “Dr. Bello” that was released in the US early this year. Nigeria President Goodluck Jonathan

also pledged in march this year to create a Naira 3 billion (US\$20 million) fund to support film development.

*Istanbul – a capital of culture*

In Turkey, UNCTAD supported the Creative Economy and Cities event that was part of the activities celebrating Istanbul's title of 2010 European Capital of Culture. From this event, an initiative emerged on the establishment of a creative economy centre in Istanbul whose partners are the Istanbul Commerce University, Istanbul Chamber of Commerce, Metropolitan Municipality of Istanbul and the Ministry of Trade and Customs. As a partner, UNCTAD will be supporting the centre's capabilities and its activities to support creative economy initiatives in Turkey.

*Many partnerships are focused on knowledge-based services*

In this context it can be noted that empirical evidence reveals that university-industry links improve the conditions for innovation diffusion and enhance collaborative arrangements in innovation networks. When they work well, strategic partnerships merge the discovery-driven culture of universities with the innovation-driven environment of companies. Each side must overcome the cultural and communications divide that tends to impair industry-university partnerships of all types and undercut their potential.

*Medellin – Innovative City of the Year in 2012*

In Colombia, a creative cities approach was followed in Medellin, where cultural centres and libraries were established to provide youth in the most vulnerable parts of the city space for cultural education and socio-cultural activities. These efforts to place culture and community at the centre of urban development help youth to

discover and develop their creative talents, and subsequently gain productive employment, providing important examples of an inclusive impact of creative economy development. Spillovers from tourism, driven by the international recognition of these public spaces, are generating revenues and activating local businesses in the surrounding areas. . It also developed innovative solutions to resolve problems of mobility for the population while ensuring environmental sustainability.

Trade financing and G-NEXID. A Technical Workshop on Financing Services Exports and Creative Industries was organized by the Global Network of Eximbanks and Development Finance Institutions (G-NEXID), in cooperation with UNCTAD on 10 April 2013. It discussed the role that services exports and creative industries can play in growth and development, and reviewed ways of financing such growth. Partnerships between Indian Export-Import Bank and Nigeria Export-Import Bank for the latter to share experiences and lessons learnt with the former on supporting the development of Bollywood industry.

*UNCTAD has established an academic exchange network*

Enhanced partnerships can improve market access for developing countries' creative industry exports and facilitate access to financing and investment by developing country firms. UNCTAD has been liaising with academia, artists, creative professionals and civil society to build a network to promote international cooperation, strategic alliances, research exchanges and advocacy. As of today, UNCTAD's academic network comprises 98 universities around the

world. It presently includes a number of partner universities and research centers. Gradually, it will become an open collaborative web space, providing a platform for professors, researchers and students to share knowledge and information.

*Much more remains to be done through partnerships at the global level*

Much more can be done to enhance global partnerships to assist developing country producers in creative industries. Enhanced partnerships can:

- (a) facilitate wider access to global markets for cultural activities and creative goods and services;
- (b) facilitate the mobility of artists from the developing world into the major markets, including by providing preferential treatment to artists, performers and cultural professionals;
- (c) promote capacity-building programmes to improve business skills, cultural entrepreneurship and better understanding of intellectual property rights;
- (d) facilitate the transfer of new information and communication technologies and other tools for the creation and distribution of digitalized creative content; and
- (e) facilitate access to financing and investment, including through joint ventures and investment agreements.

We can work together in helping developing countries' creative industry sectors realize each of these global partnerships benefits.